

# Strategic Evaluation States Model



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# What Works

- **Strong laws** (.08 BAC, MDA, ALR, etc.)
- **High visibility enforcement**
  - Checkpoints
  - Saturation patrols
- **Sanctions** (license suspension, vehicle remedies, etc.)
- **Activism**
- **Shift social norms**

# General Deterrence Theory

## ■ **Classic deterrence theory**

- Human behavior is rational
- Deviant behavior can be deterred by the prospect of punishment if it is
  - Certain
  - Swift
  - Severe
- Policing and punishment
  - Retribution and incapacitation
  - Discouraging would-be offenders from engaging in prohibited acts

# Types of Deterrence

## ■ **Specific deterrence**

- Prevention of repeat offenses
  - Incarceration
  - License Suspension
  - Vehicle Sanctions

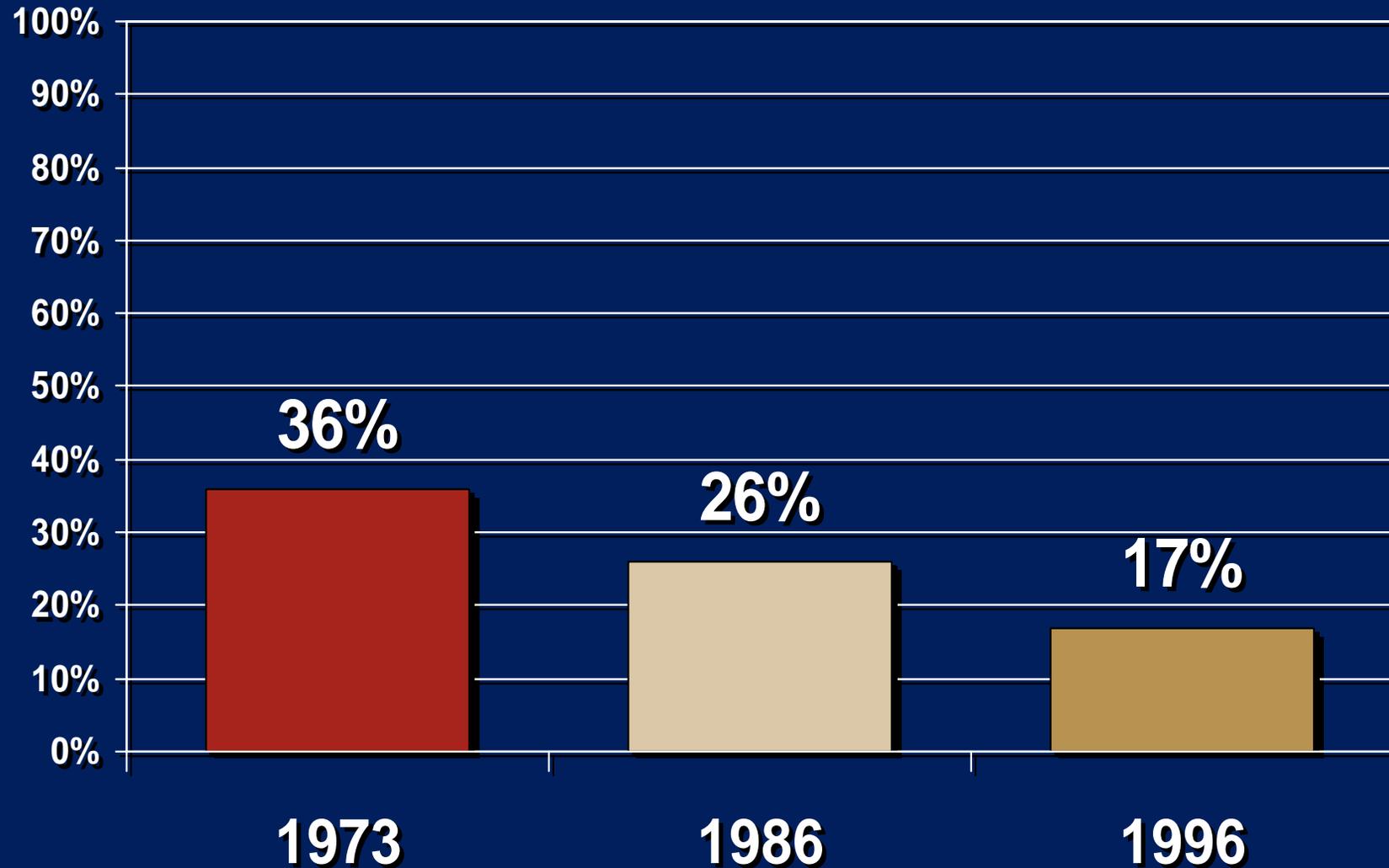
## ■ **General deterrence**

- Prevention of prohibited behavior
  - Increase perceived risk of detection, arrest, and severe punishment

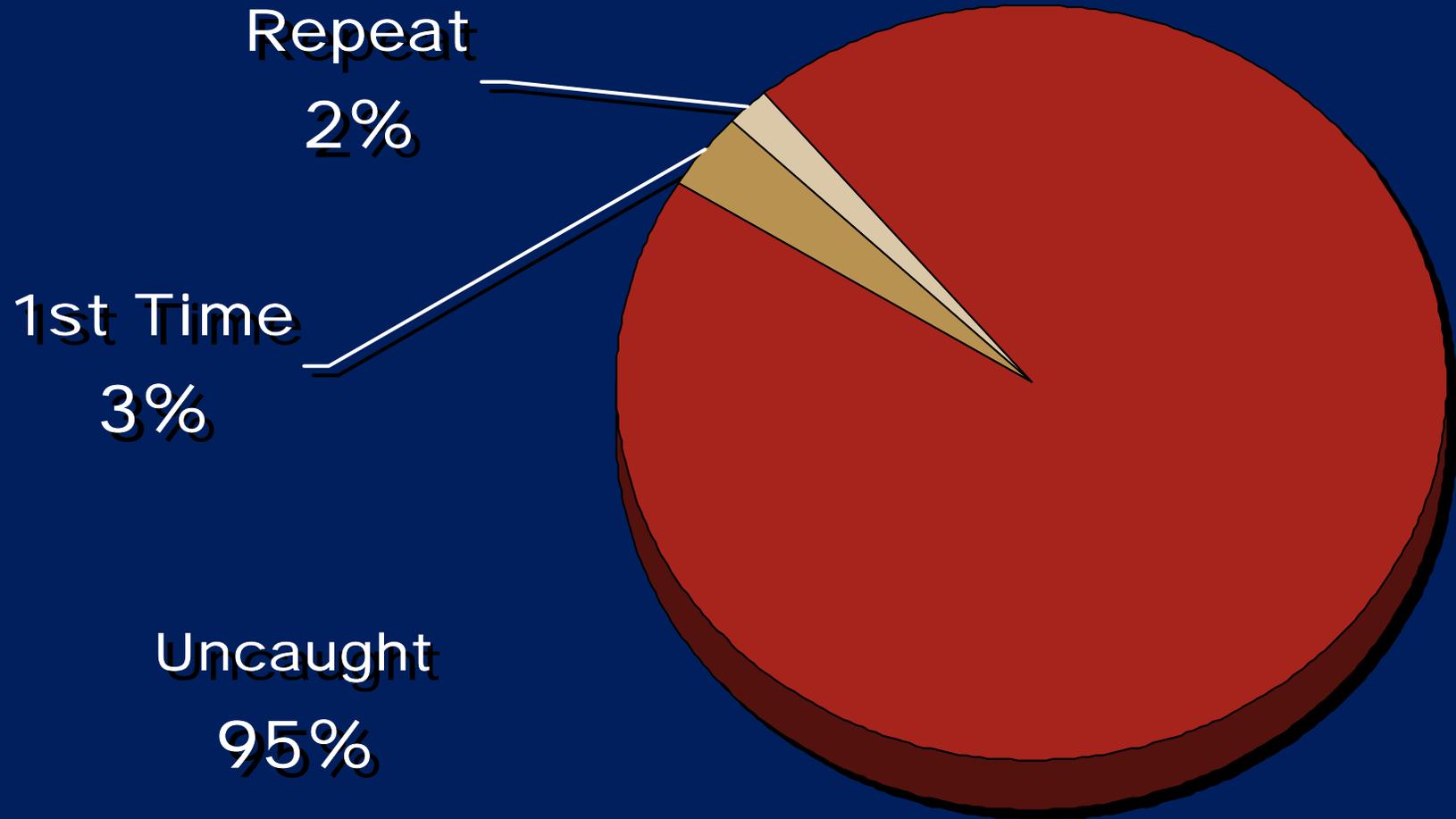
# General Deterrence Model Applied to Impaired Driving



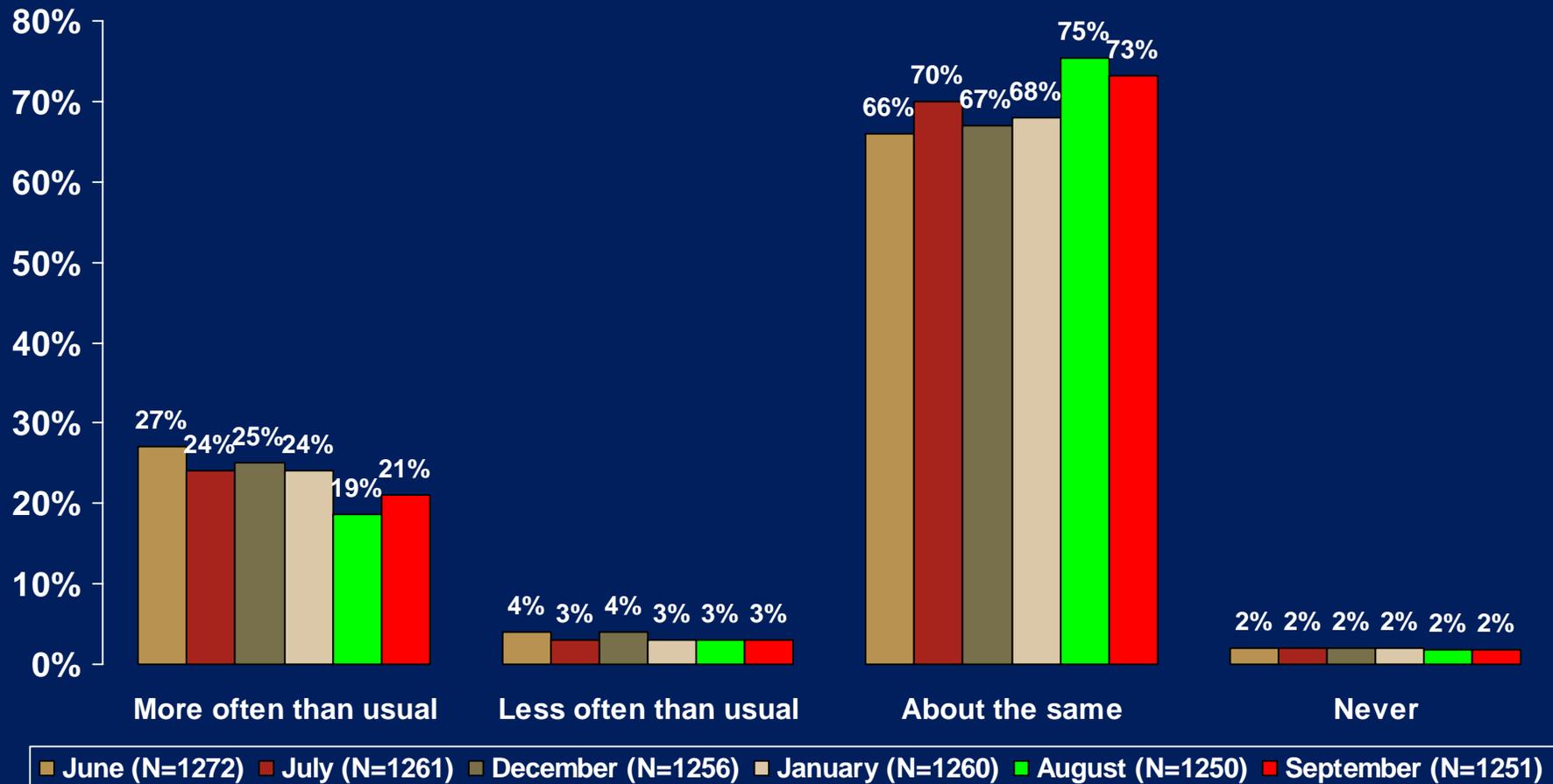
# Percent of Drivers on the Road With Positive BAC Levels (Weekend Evenings)



# Estimated Percent of DWI's Caught (One Year Period)

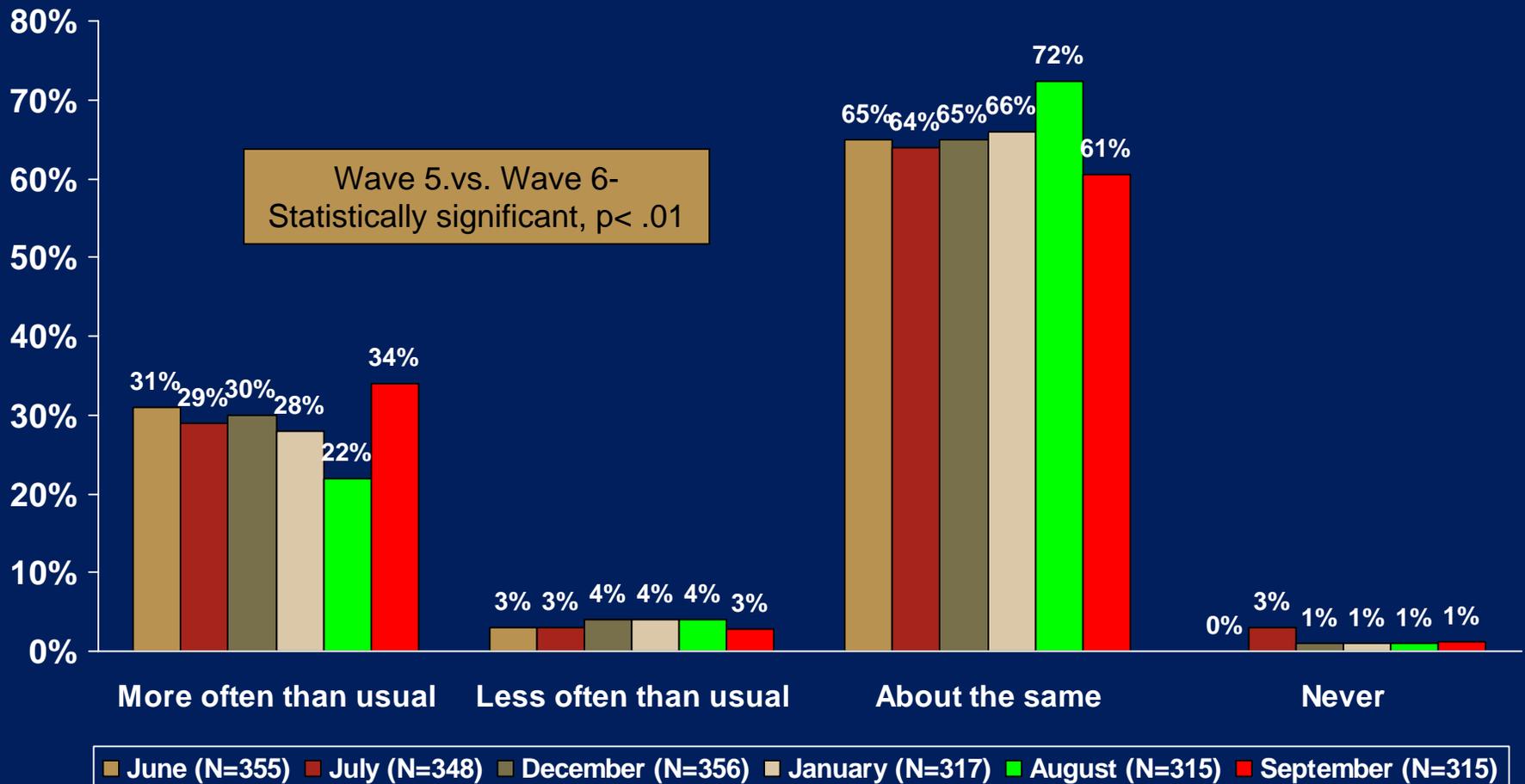


# Frequency Seen Police on the Roads in Past 30 days



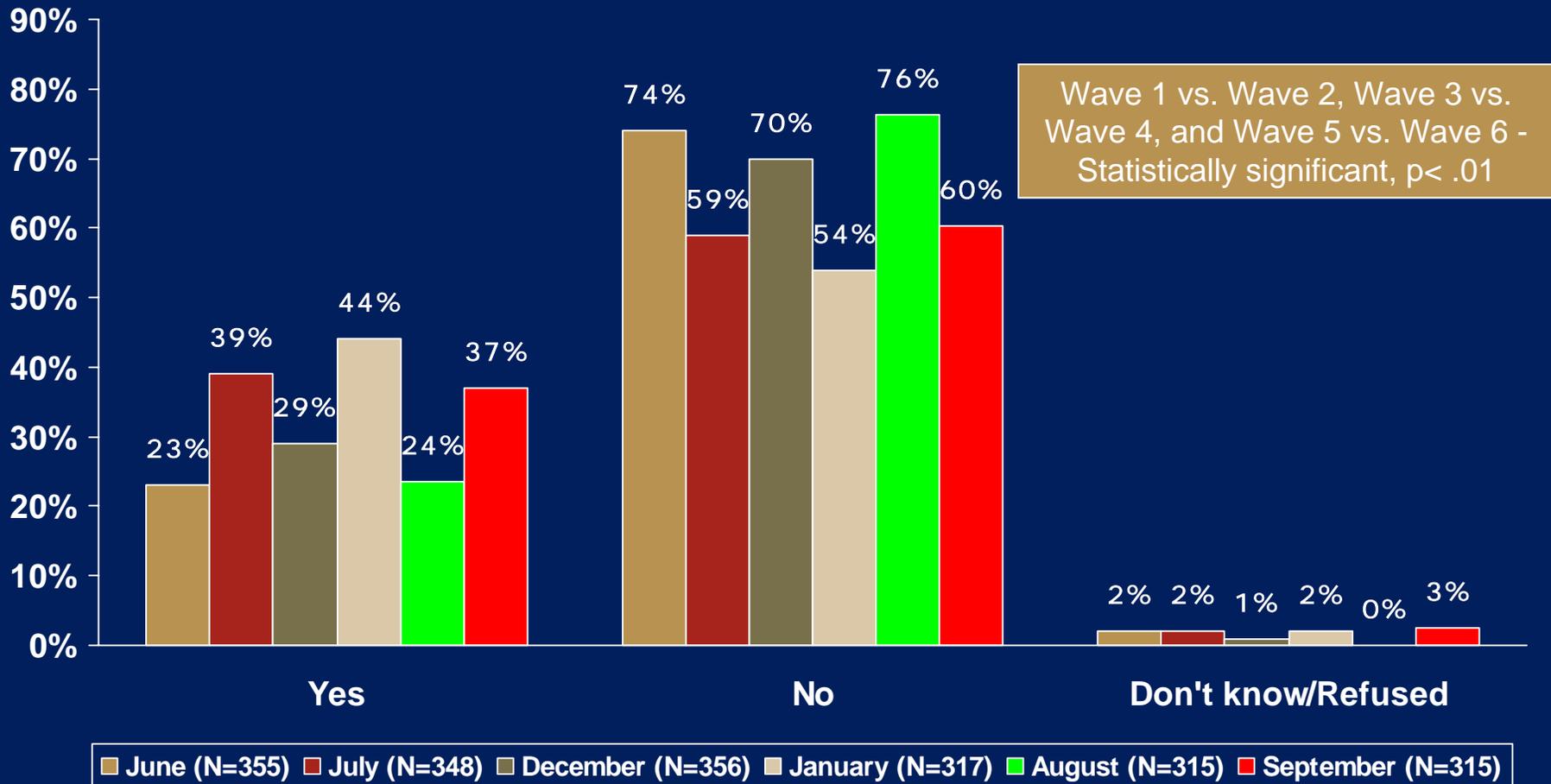
Q14. In the past 30 days, have you seen police on the roads you normally drive?

# Frequency Seen Police on the Roads in Past 30 days – Drivers 18-34



Q14. In the past 30 days, have you seen police on the roads you normally drive?

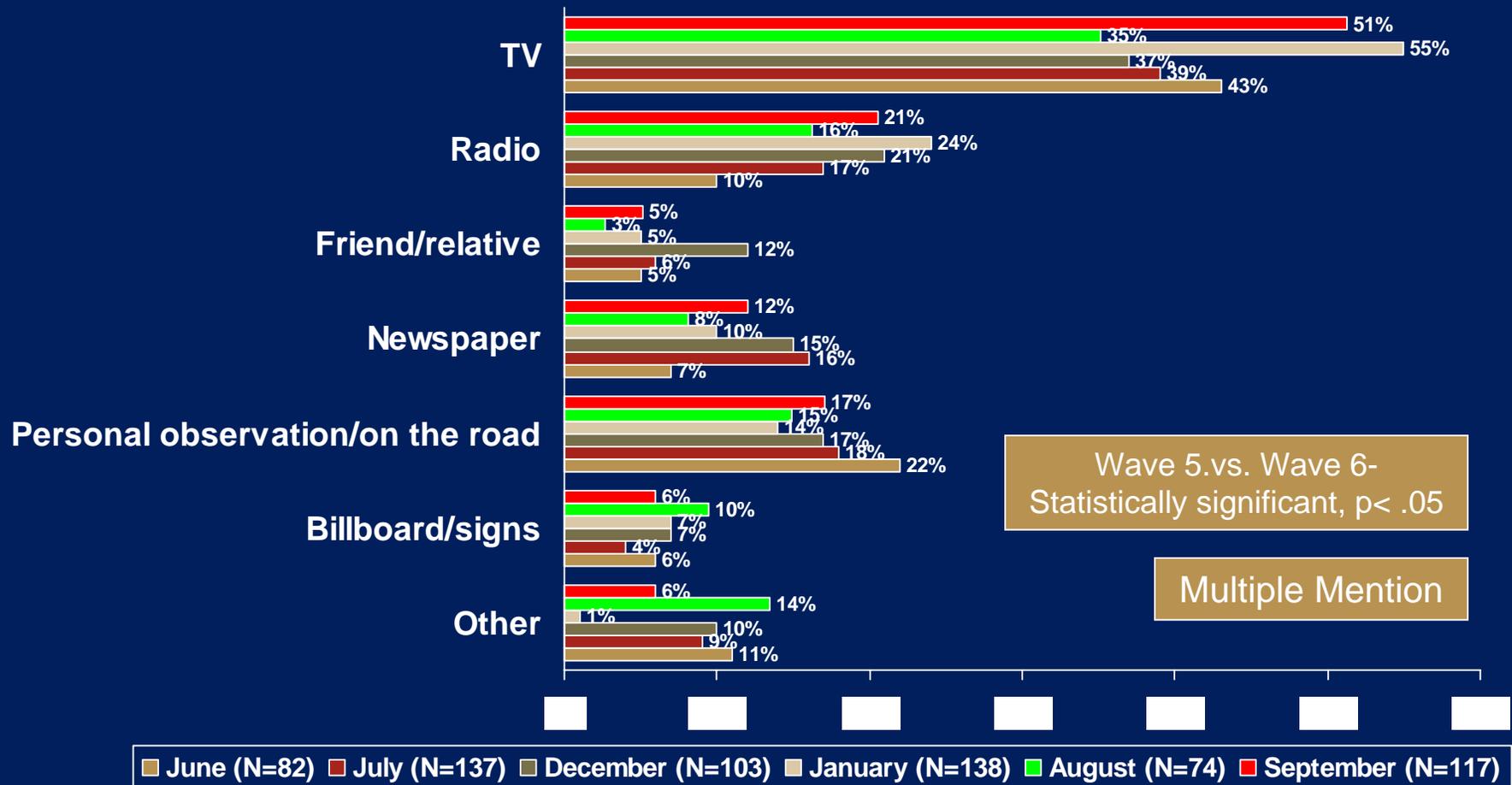
# Seen or Heard of Any Special Effort by Police in Past 30 Days to Reduce Drunk Driving – Drivers 18-34



Q18a. Yes or No—in the past 30 days, have you seen or heard of any special effort by police to reduce driving under the influence or drunk driving in your community?

# Where Seen or Heard of Special Effort by Police to Reduce Drunk Driving – Drivers 18-34

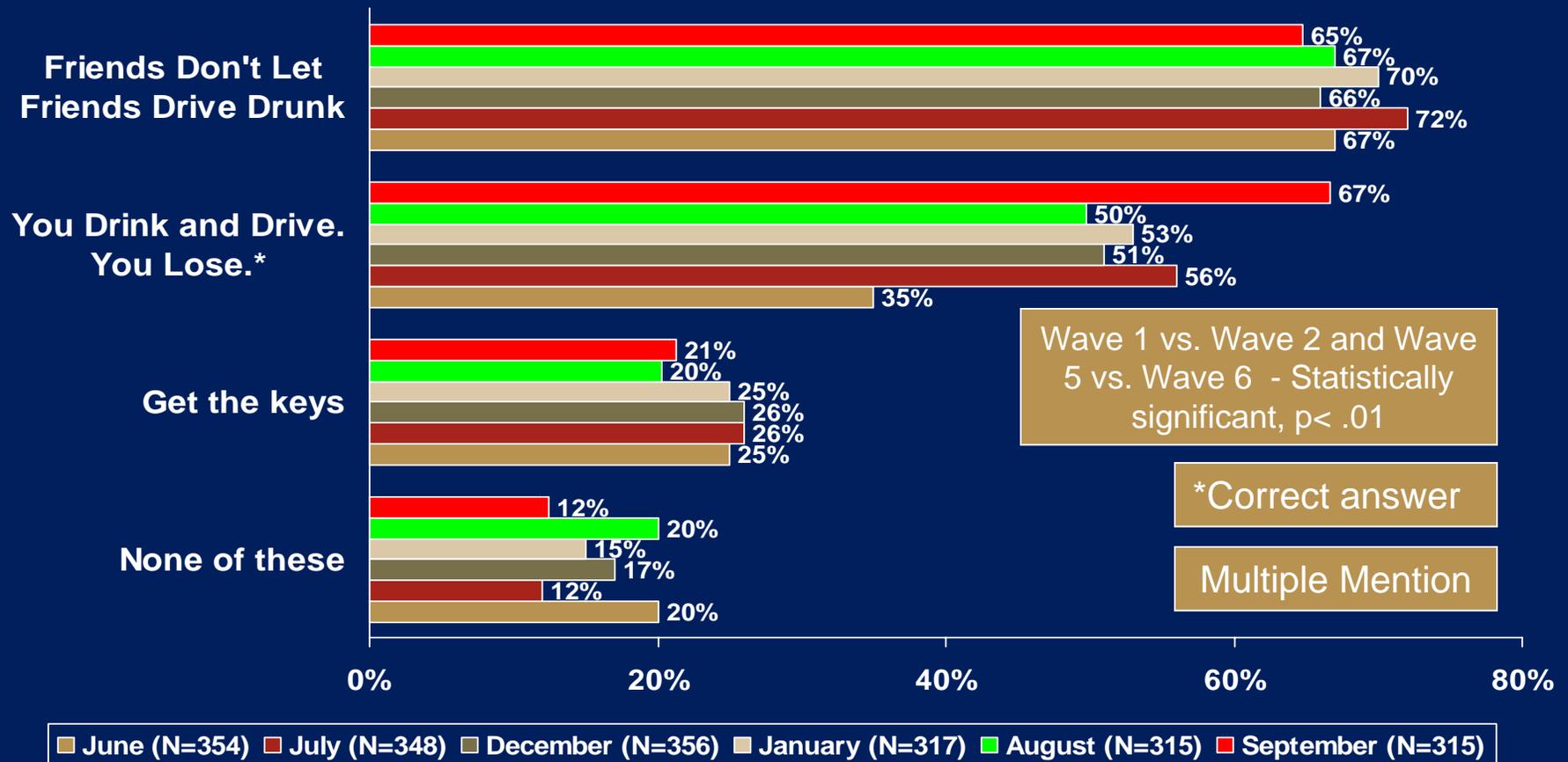
(Among those who saw or heard about special police enforcement in past 30 days)



Q18b. Where did you see or hear about that special effort?

# Slogans Seen or Heard in Past 30 Days Drivers 18 to 34: Aided Recall

(Among those who did not recall name of slogan/program)



Q21. Do you recall hearing or seeing the following slogans in the past 30 days?

# 2005 Focused Countermeasures

## "Full Implementation Model"

- **Sustained enforcement**
  - Statewide sTEP enforcement activities at weekly intervals
- **Three weekends of high intensity enforcement**
  - 16 consecutive nights of unrelenting DWI enforcement, spanning three consecutive weekends

# Labor Day 2005 "You Drink & Drive. You Lose" Program & Evaluation

JULY

AUGUST

SEPTEMBER

25 26 27 28 29 30 31 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 1 2 3 4 5 6 7 8 9 10 11

WEEK 1

WEEK 2

WEEK 3

WEEK 4

WEEK 5

WEEK 6

WEEK 7

EARNED MEDIA

PAID MEDIA

ENFORCEMENT

Baseline

DMV

Baseline

Selected Telephone Survey

Baseline

Roadside Survey (Optional)

Monthly Crash Data

Law Enforcement Activity

Earned Media Activity

2

3

Post Survey

Post

# NHTSA Evaluation Support

## ■ **Public awareness**

- Telephone surveys
  - before and after the impaired driving mobilizations
- DMV surveys

## ■ **Paid media activity**

## ■ **Law enforcement activity**

# NHTSA Evaluation Support

## ■ Roadside testing

- Roadside testing surveys in Georgia, Florida, and West Virginia to take direct measurements of drivers' BACs
- Used a device that stores the reading in memory for downloading later. It does not have a display of the BAC
- Conducted at sobriety checkpoints, before, during, and after the mobilizations

# Outcome Measures - Immediate

- **Night time single vehicle, injury producing crashes by location, investigating agency, driver gender and driver age. Daytime crashes for comparison**
- **Crash data collected for each week throughout the year plus 3-5 prior years; either sampled or statewide; 2-4 weeks after the crash event**

# Outcome Measures - Ultimate

- **Number of fatal and non-fatal alcohol-related crashes** (data provided as they become available)